

WVBR

RADIO-GRAM

640 k.c.



Studios: Willard Straight Hall
Telephone: 4-3211 Ext. 2626

AT CORNELL

VOL. 11 NO. 3

JANUARY 1954

STATION BROADCASTS BASKETBALL



WALT ASHBAUGH, ASST. FROSH COACH ON MIKE
WITH
SCHER AND NAPIER

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LATIN AMERICANA

Grab your tortillas and shake your gauchos it's time for Latin American rhythms from the Studios of WVBR. Every Thursday night at 8:45 WVBR will bounce to the quivering melodies of Los Travadores. Directed by Sheila Krell and produced by Duke Missakian the program will be heard for fifteen minutes each week. This is Missakian's second venture into such a field, his other undertaking being "On the International Scene," heard each Monday evening. As for the band it's composed of five Cornellians - Al Musso, Guido Garcia, Luciano Weper, Hernan Caballero, and Oswaldo Lares.

AIRS HOME & AWAY GAMES

For the seventh consecutive season the WVBR microphones are being reflected on the polished floor of Barton Hall as basketball time swings round once again. Not only is "640" carrying the Big Red home games but it will be following the Cornell basketballers when they take to the road.

Your play-by-play may sound a bit more erudite this year since veteran sportscasters Jerry Scher and Fred Rubinstein are hitting the books in the Law School. To offset this scholarly influence will be Paul Napier, senior ILR, who handled a good bit of last season's baseball.

The history of basketball announcing at WVBR has led it to being one of the most colorful and coveted positions at the station. Getting snowbound in the wilds of Hanover, losing an engineer in Cambridge, or developing ulcers trying to secure the phone lines for long-distance broadcasts - each holds some strange fascination for a dozen or so competes every winter. And the competition is not slight. The group is given tape auditions at the Frosh games with the more promising announcers kept on for further training. They soon learn how much trouble ten names can cause and they get the full impact of a tongue-tying game. And yet some do survive it all; and, as Paul, Fred, and Jerry are doing, they will be here next season.

As the first Ivy school to carry away games WVBR is proud of its tradition. It will strive to maintain a high standard in what promises to be a top season for the Big Red. So for a lively coverage of all home and away games tune in the Voice of the Big Red at game time.

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TUESDAY

5:00 " 640 " Club
5:50 Lucky Strike NEWS
5:55 Sports NEWS
6:00 Music For Relaxation
6:30 Let's Go To Town
6:45 Bandstand
7:00 Concert Hall
7:50 Sports Parade-Triangle
8:00 The Folk Singers
8:30 Your Student Government
8:45 On The Distaff Side
9:00 Record Library
9:55 Lucky Strike NEWS
10:00 Fun Fare
(Let's Go To The Opera;
alternate weeks)
10:30 "SUN" Spotlight On Campus
10:35 Requestfully Yours
11:00 NEWS - Ekholm
11:30 Sports-Brooks Pharmacy
12:25 NEWS
12:30 Burning The Midnight Oil
1:00 SIGN OFF

FRIDAY (Cont'd)

12:25 NEWS
12:30 Burning The Midnight Oil
1:00 SIGN OFF

SATURDAY

5:00 " 640 " Club
5:50 NEWS
5:55 Sports
6:00 Music For Relaxation
6:30 Paris Star Time
7:00 Concert Hall
7:50 Sports
8:00 Cornell Varsity Basketball
10:30 NEWS
10:35 Parade of Bands
11:00 NEWS
11:30 Sports-Brooks Pharmacy
12:25 NEWS
12:55 NEWS
1:30 SIGN OFF

SCHEDULE - '640'

UB - POPULAR MUSIC WITH NEWS EVERY HALF HOUR.

WEDNESDAY

5:00 '640' Club
5:50 Lucky Strike NEWS
5:55 Sports News
6:00 Music For Relaxation
6:30 Serenade In Blue
6:45 Bandstand
7:00 The World This Week
7:15 Concert Hall
7:50 Sports Parade
8:00 Cornell Varsity Basketball
10:30 'SUN' Spotlight On Campus
10:35 Requestfully Yours
11:00 NEWS - Ekholm
11:25 'SUN' Spotlight On Campus
11:30 Sports-Ithaca Sporting Goods
12:25 NEWS
12:30 Burning The Midnight Oil
1:00 SIGN OFF

THURSDAY

5:00 '640' Club
5:50 NEWS
5:55 Sports
6:00 Music For Relaxation
6:30 Broadway In Review
6:45 Bandstand
7:00 Concert Hall
7:50 Sports Parade
8:00 Broadway Playbill
8:30 Round The Quad-Campus Store
8:45 Latin Americana-Los Travadores
9:00 Record Library
9:55 Lucky Strike NEWS
10:00 Classical Kaleidoscope
10:30 'SUN' Spotlight On Campus
10:35 Requestfully Yours
11:00 NEWS - Ekholm
11:30 Sports-Brooks Pharmacy
12:25 NEWS
12:30 Burning The Midnight Oil
1:00 SIGN OFF

SUNDAY

4:00 After The Philharmonic
5:00 Dixie on a Sunday Afternoon
(The Red Hot Stompers;
studio audience.)
5:30 Sunday Serenade
6:30 Masterworks From France
7:00 Opera Hour
8:30 Get On Board
9:00 'Otto From The Tower'
9:30 Jazz Parade
9:55 NEWS
10:30 'SUN' Spotlight On Campus
10:35 Let's Go Latin
11:00 Requestfully Yours
12:30 Burning The Midnight Oil
1:00 SIGN OFF

THE RADIO-GRAM

BRIAN DILLON '55 - EDITOR
DUKE MISSAKIAN '56 - PHOTOGRAPHER
JOHN D. PFEIFFER, JR. - PRESIDENT
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WILLIAM GRATZ '54 - STATION MANAGER
WILLIAM ELLISON '55 -
PUBLIC RELATIONS DIRECTOR

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Vaudeville has at last descended upon Ithaca, though it must travel two hundred and fifty miles to do so. The program is entitled "Fun Fare". It can be heard on alternate Thursday nights at 10:00, while the Ithaca Civic Opera Company is resting. Featuring recorded musical specialties of the past fifty years, the show is produced in New York by Maxwell Siegel, senior at Columbia University. After taping the thirty minutes at WKCR-Columbia from his personal collection, Siegel encloses a script and forwards the bundle to Jack Helitzer, WVBR Program Director. Such notables as Enrico Caruso, the Happiness Boys, Cliff Edwards, and Gary Moore have already spilled over the airways, with a long line around the corner.

THE QUESTION BOX

This quiz will not be collected. Did you realize that: to catch every wee Cornellian WVBR is turning out a new transmitter at the rate of one every four weeks? WVBR is Ithaca's only nighttime AM radio station? Cornell students prefer WVBR 3 to 1 to the next most popular station? WVBR is a non-profit organization owned and operated solely by students? WVBR is a member of the Ivy Network and a subsidiary of the Cornell Radio Guild Inc., which also includes the Cornell Recording Society? Well now you know!

LUCKY STRIKE MYSTERY TUNE

We may not give away mink coats or a weekend at Vassar but you have a pretty fair chance of winning a carton of Luckies. The Lucky Strike mystery tune will be played each evening, Monday through Friday at 11:05. The first person to call our studios and identify the tune will land two hundred smokes. In the case of a tie the record will be smashed and the announcer will hang himself with the microphone cord.

SUN SHINES ON 640

To meet the need for a concise summary of campus news WVBR has turned to the Cornell Daily Sun. Each evening, Sunday through Thursday, at 10:30 Rothschild's Department Store presents "The SUN Spotlight on Campus". This five minute capsule gives the listener up-to-the-minute information that will be hitting the headlines tomorrow. The news is broadcast directly from the newsroom of that paper, and is compiled and reported by Sun Staff members.

The monstrous brain of our creative genius has been making like a metronome as it strives to corner fresh and stimulating ideas for programming. And the man in the wire cage has come up with a batch of shows which ought to excite even the most biased listener.

"The World This Week" is a comprehensive analysis of foreign and domestic news prepared by a member of the WVBR news bureau. It packs the most important events of the week into a fifteen minute nutshell that can be gobbled up every Wednesday evening at 7:00. The program is presented by the Cornell Campus Store, and your announcer is Marty Rothman.

We call to your attention the fact that "Classical Kaleidiscopes" has returned to the airways, and will be heard each Thursday night at 10:00. J.D. Pfeiffer administers the musical sedative. You kept asking for it, now be quiet and listen.

Our kindly landlord has at last found time to visit with us. At 10:25 each Monday evening WVBR presents *The Straight Dope*, a five minute peek at the numerous goings-on about Willard Straight Hall. Produced by Lorna Jackson, it's a must if you would keep an eye on the center of our universe.

There's a gleam in the eye of the loose-limbed prexie of the Charleston Club these days. Artie Braaten invades the Studio B cubicle Friday nights at 8:00 to aim "Strictly Dixie" at any and all unsuspecting listeners. Ear muffs on sale in the rear of the bus.

We couldn't fit the next bunch into our studios so we had to let them have the Rehearsal Room next door. Sundays at 5:00 dixieland will again rock the Straight; but this time it's for real. "Dixie on a Sunday Afternoon", featuring Bob Abrams and his Red Hot Stompers who will cater to a studio audience; and tickets are not required. If you can take this madness you're encouraged to join the merry crew. No studying allowed; it distracts the musicians.

For the barefoot fellas and gals Dan Isaacson continues to file his nails on a guitar each Tuesday evening at 8:00. "The Folk Singers" has enjoyed great popularity for a good long while. Oddly enough, Dan has two separate audiences, in that his show is also heard over WITJ-FM, Ithaca College. So don't you miss out on this red-headed balladeer from the wilds of Manhattan Isle.

IVY FILM ON TV

A thirty minute film entitled "This is the Ivy Network" was viewed through the facilities of WNBT-TV in New York. The film pictures the organization which is the Ivy Network, and uses WYBC at Yale University as a concrete example. It will be shown in the East for both its educational and promotional value.
